

**IN THE CLAIMS:**

1. (Currently Amended) A method for formatting a publication, comprising the steps of:

associating a content item with a publication in the server;

identifying one of a plurality of presentation platform ~~from a number of potential presentation platforms~~ for a the presentation of the publication, wherein the publication may be embodied in any one of a plurality of digital formats, each of the digital formats being unique with respect to each other, and each of the digital formats being recognizable by a corresponding one of the presentation platforms; and

generating an output file in the server, the output file embodying the publication including the content item in a respective one of the digital formats ~~format~~ recognizable by the identified one of the presentation platforms. ~~platform.~~

2. (Currently Amended) The method of claim 1, wherein the step of identifying one of the a plurality of presentation platforms ~~platform from a number of potential presentation platforms~~ for the presentation of the publication further comprises the step of parsing a received publication request to identify a respective one of the presentation platforms ~~platform~~ contained therein.

3. (Currently Amended) The method of claim 1, further comprising the step of receiving a publication request, wherein the request identifies the publication and a respective one of the presentation platforms ~~platform~~.

4. (Currently Amended) The method of claim 1, further comprising the step of transmitting the output file to a client device to be presented via the identified one of the presentation platforms ~~platform~~.

5. (Original) The method of claim 1, wherein the step of associating a content item with a publication in the server further comprises the steps of:  
identifying a publication identifier in a received publication request; and  
searching a content database for the content item based upon the publication identifier.

6. (Currently Amended) The method of claim 1, wherein the step of generating an output file in the server, the output file embodying the publication including the content item in a respective one of the digital formats ~~digital format~~ recognizable by the identified one of the presentation platforms ~~platform~~ further comprises the steps of:

generating at least one intermediate file, wherein the content item is associated with the intermediate file; and

transforming the at least one intermediate file into the output file.

7. (Currently Amended) The method of claim 1, wherein the step of identifying ~~associating~~ one of the a-number-of presentation platforms for the presentation of the ~~with a~~ publication further comprises the step of receiving a publication request, the publication request including a presentation platform identifier associated with the one of the presentation platforms ~~platform~~ and a publication identifier associated with the publication.

8. (Previously Presented) The method of claim 6, wherein the step of generating the at least one intermediate file further comprises the step of populating the content item into the at least one intermediate file.

9. (Original) The method of claim 7, further comprising the step of obtaining the content item from a content storage database in the server based upon the publication identifier in the publication request.

10. (Currently Amended) A system for formatting a publication, comprising:  
means for associating a content item with a publication in the server;  
means for identifying one of a plurality of presentation platform ~~from a number of potential presentation platforms~~ for a the presentation of the publication, wherein the publication may be embodied in any one of a plurality of digital formats, each of the digital formats being unique with respect to each other, and each of the digital formats being recognizable by a corresponding one of the presentation platforms;  
and  
means for generating an output file in the server, the output file embodying the publication including the content item in a respective one of the digital formats ~~format~~ recognizable by the identified one of the presentation platforms. ~~platform.~~

11. (Currently Amended) The system of claim 10, wherein the means for identifying one of the presentation platforms for the presentation of the publication ~~means for identifying a presentation platform from a number of potential presentation platforms for the presentation of the publication~~ further comprises means for parsing a received publication request to identify a respective one of the presentation platforms ~~platform~~ contained therein.

12. (Currently Amended) The system of claim 10, further comprising means for receiving a publication request, wherein the request identifies the publication and a respective one of the presentation platforms. ~~platform.~~

13. (Currently Amended) The system of claim 10, further comprising means for transmitting the output file to a client device to be presented via the identified one of the presentation platforms. ~~platform.~~

14. (Original) The system of claim 10, wherein the means for associating a content item with a publication in the server further comprises:

means for identifying a publication identifier in a received publication request; and

means for searching a content database for the content item based upon the publication identifier.

15. (Currently Amended) The system of claim 10, wherein the means for generating ~~the an~~ output file in the server ~~including the content item in a digital format recognizable by the presentation platform~~ further comprises:

means for generating at least one intermediate file, wherein the content item is associated with the intermediate file; and

means for transforming the at least one intermediate file into the output file.

16. (Currently Amended) The system of claim 10, wherein the means for ~~identifying associating~~ one of ~~the a number of~~ presentation platforms for the presentation of the with a publication further comprises means for receiving a publication request, the publication request including a presentation platform identifier associated with the one of the presentation platforms ~~platform~~ and a publication identifier associated with the publication.

17. (Previously Presented) The system of claim 15, wherein the means for generating the at least one intermediate file further comprises means for populating the content item into the at least one intermediate file.

18. (Original) The system of claim 16, further comprising means for obtaining the content item from a content storage database in the server based upon the publication identifier in the publication request.

19. (Currently Amended) A system for formatting a publication, comprising:  
a processor coupled to a local interface;  
a memory coupled to the local interface;  
publication distribution logic stored on the memory and executable by the processor, the publication distribution logic comprising:  
logic to associate a content item with a publication in the server;  
logic to identify one of a plurality of presentation platform from a number of potential presentation platforms for a the presentation of the publication, wherein the publication may be embodied in any one of a plurality of digital formats, each of the digital formats being unique with respect to each other, and each of the digital formats being recognizable by a corresponding one of the presentation platforms; and  
logic to generate an output file in the server, the output file embodying the publication including the content item in a respective one of the digital formats ~~format~~ recognizable by the identified one of the presentation platforms. ~~platform.~~

20. (Currently Amended) The system of claim 19, wherein the logic to identify one of the presentation platforms for the presentation of the publication ~~logic to identify a presentation platform from a number of potential presentation platforms for the presentation of the publication~~ further comprises logic to parse a received publication request to identify a respective one of the presentation platforms ~~platform~~ contained therein.

21. (Currently Amended) The system of claim 19, wherein the publication distribution logic further comprises logic to receive a publication request, wherein the request identifies the publication and a respective one of the presentation platforms. ~~platform.~~

22. (Currently Amended) The system of claim 19, wherein the publication distribution logic further comprises logic to transmit the output file to a client device to be presented via the identified one of the presentation platforms. ~~platform.~~

23. (Original) The system of claim 19, wherein the logic to associate a content item with a publication in the server further comprises:

logic to identify a publication identifier in a received publication request;

and

logic to search a content database for the content item based upon the publication identifier.

24. (Currently Amended) The system of claim 19, wherein the logic to generate ~~the~~ an output file in the server ~~including the content item in a digital format recognizable by the presentation platform~~ further comprises:

logic to generate at least one intermediate file including the content item;

and

logic to transform the at least one intermediate file into the output file.

25. (Currently Amended) The system of claim 19, wherein the logic to identify one of the presentation platforms for the presentation of the publication ~~logic to associate one of a number of presentation platforms with a publication~~ further comprises logic to receive a publication request, the publication request including a presentation platform identifier associated with the one of the presentation platforms ~~platform~~ and a publication identifier associated with the publication.

26. (Previously Presented) The system of claim 24, wherein the logic to generate the at least one intermediate file further comprises logic to populate the content item into the at least one intermediate file.

27. (Previously Presented) The system of claim 25, wherein the publication distribution logic further comprises logic to obtain the content item from a content storage database in the server based upon the publication identifier in the publication request.

28. (Currently Amended) The method of claim 1, wherein a plurality of content items are associated with the publication, and each of the content items comprises only an image or an amount of text that is platform generic with respect to each of the ~~potential~~ presentation platforms.

29. (Currently Amended) The system of claim 10, wherein the means for associating the content item with the publication further comprises means for associating a plurality of content items with the publication, and each of the content items comprises only an image or an amount of text that is platform generic with respect to each of the ~~potential~~ presentation platforms.

30. (Currently Amended) The system of claim 19, wherein the logic to associate the content item with the publication further comprises logic to associate a plurality of content items with the publication, and each of the content items comprises only an image or an amount of text that is platform generic with respect to each of the ~~potential~~ presentation platforms.